

## Abstract

A method and system for asserting control over and protecting the privacy of individuals' personal and transactional information, to prevent  
5 unauthorized use thereof, and permit limited use thereof, with compensation, to the extent permitted the individual. Privacy notices are given in printed and electronic form to other parties involved in the individuals' transactions. The individuals' own data are collected and maintained in a privacy trust database. On a voluntary basis, abstracted, anonymous profile information can be made  
10 available to advertisers, in exchange for compensation to the individuals. One use is in a content broadcasting system, where receipt of profile based viewer-specific commercial messages provide financial compensation for the cost of user-selected content received by the individual.